Subject: Re: Proposal for Gateway Monument
From: Lorena Parker <deydaparker@gmail.com>
Date: 03/28/2017 02:44 PM
To: Chrestensen <chrestensen@earthlink.net>
CC: eric eisenberg <ericeoban@gmail.com>, San Pedro Historic Waterfront PBID <lparker@sanpedrobid.com>

Good afternoon,
I hope you got the photos I sent.

Can you please change my email address to lparker@sanpedrobid.com. This is my personal email and I do not check it on a regular basis.

Thank you.

On Mon, Mar 27, 2017 at 5:54 PM, Chrestensen <chrestensen@earthlink.net> wrote:

> Hi Eric thanks for the response.
>
> I took the liberty to share and add a few of the images I had for last week's discussion if it helps you in some way share with your team. Please see the attachment. These are just loose ideas.
>
> I also added the referenced Santa Monica pier image you reacted to. *The first two images you see in the PDF are designs I created for the Port of LA, probably about 8 years ago in a revitalization presentation I had worked on. My assumption is this is what has now extended into the overall San Pedro marketplace redevelopment effort.*
>
> Here are a few ideas on the "branding" of the gateway sign. I like where you are heading.
>
> Building upon this are some other options:
>
> *Welcome to*
>
> *Historic Downtown San Pedro*

Downtown San Pedro

The Official port for Los Angeles since 1897

Downtown San Pedro

A historic and vibrant port community

Looking forward to helping out beyond this, so let me know when you are prepared to move forward with any further creative or design services.

It’s a great project.

Best,

Erik Chrestensen

Chief Creative Officer & President

Chrestensen Design, Inc.

Concept + Graphics + Illustration

www.chrestensendesign.com

skype: echrestensen

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-----Original Message-----
From: eric eisenberg [mailto:ericeoban@gmail.com]
Sent: Monday, March 27, 2017 10:53 AM
To: Chrestensen
Cc: Lorena Parker
Subject: Re: Proposal for Gateway Monument

Hi EriK,

I would like to see your suggestions.

Historic Downtown San Pedro.

Eric

On Mon, Mar 27, 2017 at 10:30 AM, Chrestensen <chrestensen@earthlink.net> wrote:

> Good morning Lorena, I just wanted to verify that you and Eric

> received this as I believe you wanted to have for your meeting this week.

>

> Thanks much and I appreciate it.

>

>

>

> Erik

>

>

>

> From: Chrestensen [mailto:chrestensen@earthlink.net]

> Sent: Friday, March 24, 2017 9:34 AM

> To: 'Lorena Parker'; 'ericeoban@gmail.com'

> Subject: Proposal for Gateway Monument

>

>

>

> Hi Lorena and Eric. Thanks very much for taking the time to meet with

> me Wednesday.

>

> I walked around and explored the oceanfront further as well as 6th

> street and there is so much potential to bring this destination back

> to the masses so to speak!

>

> If there are any questions you have, or if you know of anyone else in

> your area that could use our assistance, please let me know.

>

>

>

> If you could define for me the EXACT wording that you would like on

> the Gateway Monument that would be very helpful. I agree that you

> don’t need to necessarily add adjectives like “Historic” as the area

> should and will speak for itself, but maybe adding an incorporation

> city date for San Pedro on one option would be interesting?

> Really looking forward to being involved and our proposal is attached.
>
> Speak soon,
>
> Erik Chrestensen
>
> Chief Creative Officer & President
>
> Chrestensen Design, Inc.
>
> Concept + Graphics + Illustration
>
> www.chrestensendesign.com
>
> skype: echrestensen
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